

LEO BURNETT COMPANY, Inc.

Ad No. 278 (SM with Cigarette Holder) -- Rev. No. 7006 -- 7 pages -- 4 colors -- 10 x 12½ in. -- Tuesday, 1971

Printed in U.S.A.



Think of it as a cigarette holder.

The end of a Parliament works just like a cigarette holder. For several good reasons.

It keeps the filter away from your lips. (We recessed it.)

It helps you get a good clean taste. It has a firm outer shell that surrounds and extends beyond the filter.

All in all, it works the same as a big cigarette holder works.

In its own little way,
King-Size and Charcoal 100's.



It works like a
cigarette holder
works.



0mg "tar", 1.5 mg nicotine--0.02% "tar", 1.5 mg nicotine as per cigarette. FTC Report Jan '70.



Source: <https://www.industrydocuments.ucsf.edu/docs/sqin002>

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